



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
RECREATION SPECIALIST - PROMOTIONS
(COMMUNITY RECREATION DIVISION)
PARKS, RECREATION AND TOURISM

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
Phone: (757) 926-1800
Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under general supervision, this position assists with advertising, media relations and related work associated with special events and programs. Reports to a Recreation Program Coordinator.

ESSENTIAL JOB FUNCTIONS

Creates departmental marketing materials such as advertisement layouts, brochures, flyers, posters, banners and displays; writes and edits press releases; assists with special events including media and corporate sponsorship, media coverage, decorations, and photography; distributes information to the media, general public, City officials, sponsors and other stakeholders.

Performs administrative support work such as word processing, creating spreadsheets, data entry or retrieval.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- **Public Relations and Communications** – Considerable knowledge of the principles, techniques and methods of public relations, marketing and communications. Knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures and other visual aids. Knowledge of advertising and publicity techniques. General knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- **Information Technology** – Knowledge of office equipment and personal computer to include word processing and a variety of presentation media. Skill in working with text, graphics, document layout and other design elements and in producing electronic presentations and other materials

REQUIRED SKILLS

- **Judgment/Decision Making** – Evaluates the best method of research and then exercises appropriate judgment in establishing priorities and resolving complex matters. Considers the relative costs and benefits of potential actions to choose the most appropriate one.
- **Interpersonal Relationships** – Develops and maintains cooperative and professional relationships with employees and all levels of management to include representatives from other departments and organizations.

REQUIRED ABILITIES

- **Communication** – Excellent ability to communicate ideas and proposals effectively to diverse audiences to include preparing and presenting a wide variety of related community/public relation materials that are visually appealing and easy to read and understand. Excellent ability to listen and understand information and ideas presented verbally and in writing.
- **Time Management** – Ability to plan and organize daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology to meet strict deadlines.

EDUCATION AND EXPERIENCE

Requires an Associate's Degree in a related field and 2 – 4 years of related experience, or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

An acceptable general background check to include a local and state criminal history and sex offender registry check.

A valid driver's license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5 – 10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, temperature and weather extremes, traffic hazards, violent individuals, infectious disease, or rude/irate customers.